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Message Text

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PAGE 01 MADRID 00706 310844Z

14
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W
---------- 121985
R 291741Z JAN 76
FM AMEMBASSY MADRID
TO SECSTATE WASHDC 4442
INFO AMCONSUL BARCELONA

UNCLAS MADRID 0706

E.0. 11652: N/A
TAGS: BEXP, SP
SUBJ: ADDITIONAL INPUTS FOR COUNTRY COMMERCIAL PROGRAM - FY
77 SPAIN

REF: DEPT'S A-7369 AND MADRID 1385 OF FEB 26,1975

1. FOLLOWING IS ORDER OF PRIORITIES FOR CAMPAIGNS LISTED REFTEL: 1) LABORATORY INSTRUMENTS; 2) PROCESS CONTROL INSTRUMENTATION; 3) HEALTH CARE EQUIPMENT; 4) FOOD PROCESSING AND PACKAGING EQUIPMENT; 5) MAJOR PROJECTS AND TRADE OPPORTUNITIES; 7) CONSUMER GOODS; 8) METALWORKING EQUIPMENT: 9) BUSINESS SYSTEMS AND COMPUTERS; 10) ELECTRONICS; 11) PLANT VISITS.

2. CHANGE CAMPAIGN MANAGER FOR METALWORKING EQUIPMENT FROM W. LUBKEMAN TO L. CECCHINI. ALSO CHANGE HEALTH CARE TRADE MISSION TO TECHNICAL SALES SEMINAR IN SPRING 1976.

3. SECTION III - NON-CAMPAIGN INITIATIVE ACTIVITIES. ACTIVITY 1. PRIORITY 6. ENERGY SYSTEMS. SPAIN INCREASINGLY IS LOOKING TO NUCLEAR SYSTEMS TO SUPPLANT IMPORTED PETROLEUM IN THE PRODUCTION OF ENERGY. U.S. SUPPLIERS MOVE WELL IN THIS MARKET AND HOLD A DOMINANT POSITION IN IT. THIS FACTOR PLUS THE HIGH DEGREE OF SOPHISTICATED KNOWLEDGE REQUIRED BY THE PRODUCTS MAKES IT DIFFICULT FOR COMMERCIAL OFFICERS TO TAKE A DIRECT HAND IN PROMOTING THEIR SALE. NEVERTHELESS, BECAUSE OF THESE PRODUCTS HAVE A HIGH INITIAL AND FOLLOW-UP VALUE IT IS IMPORTANT TO BE ALERT TO POSSIBILITIES OF PROMOTING THE SUPERIORITY OF U.S. TECHNOLOGY IN THIS FIELD WITH OFFICIAL AND INFORMAL CONTACTS
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AND WHERE INDICATED TO FACILITATE CONTACTS BETWEEN U.S. SUPPLIERS

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AND SPANISH OFFICIALS. IN CASES WHERE COMPETITIVE FINANCING
IS A FACTOR, WE SHOULD MAKE SURE THAT U.S. LENDERS HAVE THE
INFORMATION THEY NEED TO MAKE COMPETITIVE LOAN DECISIONS.

ACTIVITY 2, PRIORITY 12. COMMERCIAL NEWSLETTER. IN FY 1977
WE INTEND TO UPGRADE THE CONTENT, APPEARANCE AND COMMERCIAL
IMPACT OF THE EMBASSY'S COMMERCIAL NEWSLETTER WHOSE PRODUCTION
WAS BEGUN IN EARLY 1976 ON A SEMI-ANNUAL BASIS.

ACTIONS TO BE TAKEN:

1. INCREASE THE FREQUENCY OF THE NEWSLETTER FROM SEMI-ANNUAL
TO QUARTERLY.

2. OBTAIN SUFFICIENT FUNDS TO PERMIT USE OF PHOTOGRAPSH
AND COLOR TO SUPPORT AND HIGHLIGHT THE TEXT.

3. CONTINUE TO REFINE OUR MAILING LISTS TO INSURE THAT THE
NEWSLETTER IS GOING WHERE IT IS MOST LIKELY TO INCREASE INTERE
IN U.S. PRODUCTS.

4. BY USING SAMPLE SURVEYS OF RECIPIENTS AND READER
RESPONSESIDENTIFY INFORMATION OF MOST INTEREST TO POTENTIAL BUYERS.

ACTIVITY 3, PRIORITY 13. FOLLOW UP ON FOREIGN BUYERS PROGRAM.
GRAIN A GREATER UNDERSTANDING OF THE EFFECTIVENESS OF THE
PROGRAM AND CURRENT METHODS OF PROMOTING IT.

ACTIONS TO BE TAKEN:

SOLICIT THROUGH PERSONAL CONTACT THE OPINIONS OF ATTENDEES ON
TREATMENT RECEIVEDAND WHETHER ATTENDING TRADE SHOW INFLUENCED
PURCHASE DECISIONS.
STABLER

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Decaption Note:
Disposition Action: n/a
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Disposition Case Number: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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